



WEWS

ORDER

Flight Dates **10/09/12-10/15/12**

Contract / Revision **312270 /**
Original Date / Revision
 09/25/12 10/15/12
Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
 Washington, DC 20007**

Product
Candidate. OFA Sked A 10.9-10.15

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
 Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1537**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
 Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog | 100% | | |

Order Share 100% Market Value 140820

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WBNX | % | 0 |
| WDLI | % | 0 |
| WEAO | % | 0 |
| WGGN | % | 0 |
| WJW | % | 0 |
| WKYC | % | 0 |
| WMFD | % | 0 |
| WOAC | % | 0 |
| WOIO | % | 0 |
| WQHS | % | 0 |
| WUAB | % | 0 |
| WVIZ | % | 0 |
| WVPX | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|---------------------|---------------------|-------------|
| October 2012 | 126 | \$119,697.00 | \$140,820.00 | 0.00 |
| Totals | 126 | \$119,697.00 | \$140,820.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|--------------|--------------|
| 10/01/12 | 10/15/12 | 126 | \$119,697.00 | \$140,820.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|---|-------------------|----------------|-------------|-----|---------------|----------|-----|------|------|--------|----------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 1 | WEWS | 10/09/12 | 10/15/12 | 4-430am America This Morn 4-430a America This Morn | CM | 4-430a | 11111-- | :30 | 5 | \$150.00 | P-2 | 0.00 | NM | 5 | \$775.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | 4 | | \$150.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | 1 | | \$175.00 | | 0.00 | | | | | | |
| E 2 | WEWS | 10/09/12 | 10/15/12 | M-F 430-5am News M-F 430-5am News | CM | 430-5a | 11111-- | :30 | 5 | \$40.00 | P-3 | 0.00 | NM | 5 | \$200.00 |



WEWS

Print Date: 10/15/12

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Contract / Revision **312270** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked A 10.** Estimate # **1537**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|-------------|-------------------|-------------------|--------------------------------------|-------|----------------|-----------------|---------------|-------------------|-------------|-----|---------------|-------------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 2 | WEWS | 10/09/12 | 10/15/12 | M-F 430-5am News M-F 430-5am News | CM | 430-5a | 11111-- | :30 | 5 | \$40.00 | P-3 | 0.00 | NM | 5 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | 11111-- | | | | | 5 | \$40.00 | | 0.00 | | | |
| E 3 | WEWS | 10/09/12 | 10/15/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | 11111-- | :30 | 5 | \$125.00 | P-3 | 0.00 | NM | 5 | \$625.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | 11111-- | | | | | 5 | \$125.00 | | 0.00 | | | |
| E 4 | WEWS | 10/09/12 | 10/15/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | 11111-- | :30 | 5 | \$550.00 | P-2 | 0.00 | NM | 5 | \$2,850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | | | | | 4 | \$550.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$650.00 | | 0.00 | | | |
| E 5 | WEWS | 10/09/12 | 10/15/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | 21212-- | :30 | 8 | \$600.00 | P-2 | 0.00 | NM | 8 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1212-- | | | | | 6 | \$600.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 2----- | | | | | 2 | \$700.00 | | 0.00 | | | |
| E 6 | WEWS | 10/13/12 | 10/13/12 | Sa 6a-8a News Sa 6-8a News | CM | 6-8a | -----S- | :30 | 2 | \$75.00 | P-3 | 0.00 | NM | 2 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S- | | | | | 2 | \$75.00 | | 0.00 | | | |
| E 7 | WEWS | 10/09/12 | 10/15/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | MTWTF-- | :30 | 5 | \$175.00 | P-3 | 0.00 | NM | 4 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | MTWTF-- | | | | | 4 | \$175.00 | | 0.00 | | | |
| E 8 | WEWS | 10/09/12 | 10/15/12 | M-F 10-11a M-F 10-11a | CM | 10-11a | 11111-- | :30 | 5 | \$275.00 | P-3 | 0.00 | NM | 5 | \$1,375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | 11111-- | | | | | 5 | \$275.00 | | 0.00 | | | |
| E 9 | WEWS | 10/15/12 | 10/15/12 | M-F 11-12p M-F 11-12p | CM | 11a-12p | 1----- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | 1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 4 | WEWS | 10/09/12-10/15/12 | M-F 11-12p | | | 11a-12p | M----- | :30 | \$350.00 | | 0.00 | NM | | |
| E 10 | WEWS | 10/09/12 | 10/15/12 | M-F 12-1230pm News 12-1230p News | CM | 12-12:30p | -1111-- | :30 | 4 | \$800.00 | P-2 | 0.00 | NM | 5 | \$4,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | | | | | 4 | \$800.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 11 | WEWS | 10/09/12 | 10/15/12 | M-F 1-2p M-F 1-2p | CM | 1-2p | MTWTF-- | :30 | 4 | \$550.00 | P-2 | 0.00 | NM | 5 | \$2,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 5 | \$550.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| E 12 | WEWS | 10/09/12 | 10/15/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | -TWTF-- | :30 | 2 | \$1,400.00 | P-1 | 0.00 | NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -TWTF-- | | | | | 2 | \$1,400.00 | | 0.00 | | | |
| E 13 | WEWS | 10/14/12 | 10/14/12 | SU This Week 9-10a | CM | 9-10a | -----S | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 1 | \$300.00 |



WEWS

Contract / Revision **312270** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked A 10.** Estimate # **1537**

| | | | | | | | | | | | | | | Totals | |
|--|-----------|-------------------|-----------------|-----------------------------|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| SU This Week 9-10a | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | | 1 | | | | \$300.00 | | 0.00 | | | |
| E 14 | WEWS | 10/14/12 | 10/14/12 | SU Kaleidoscope | CM | 10-1030a | -----S | :30 | 1 | \$35.00 | P-3 | 0.00 | NM | 1 | \$35.00 |
| SU Kaleidoscope | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | | 1 | | | | \$35.00 | | 0.00 | | | |
| E 15 | WEWS | 10/14/12 | 10/14/12 | SU 1030-11a Showcase | CM | 1030-11a | -----S | :30 | 2 | \$150.00 | P-3 | 0.00 | NM | 5 | \$12,200.00 |
| SU 1030-11a Showcase c | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | | 2 | | | | \$150.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WEWS | 10/09/12-10/15/12 | | SU 1030-11a Showcase of H | | 1030-11a | -----Su | :30 | | (\$150.00) | | 0.00 | NM | | |
| See MG 15.3, 15.4, 15.5, 15.6, 15.7 [N/A PGM CHG TO PAID] | | | | | | | | | | | | | | | |
| 2 | WEWS | 10/09/12-10/15/12 | | SU 1030-11a Showcase of H | | 1030-11a | -----Su | :30 | | (\$150.00) | | 0.00 | NM | | |
| See MG 15.3, 15.4, 15.5, 15.6, 15.7 [N/A PGM CHG TO PAID] | | | | | | | | | | | | | | | |
| 3 | WEWS | 10/09/12-10/15/12 | | SU 5-530a Wall Street Repor | | 5-530a | -----Su | :30 | | \$150.00 | | 0.00 | NM | | |
| Ⓜ MG for 26.1, 26.2, 15.1, 15.2, 28.1, 51.1 | | | | | | | | | | | | | | | |
| 4 | WEWS | 10/09/12-10/15/12 | | SU 5-530a Wall Street Repor | | 5-530a | -----Su | :30 | | \$150.00 | | 0.00 | NM | | |
| Ⓜ MG for 26.1, 26.2, 15.1, 15.2, 28.1, 51.1 | | | | | | | | | | | | | | | |
| 5 | WEWS | 10/15/12-10/15/12 | | M-SU 11-1135P Late News | | 11-1135p | M----- | :30 | | \$2,400.00 | | 0.00 | NM | | |
| Ⓜ MG for 26.1, 26.2, 15.1, 15.2, 28.1, 51.1 | | | | | | | | | | | | | | | |
| 6 | WEWS | 10/09/12-10/15/12 | | Friday Prime B | | 9-10p | -----F-- | :30 | | \$4,500.00 | | 0.00 | NM | | |
| Ⓜ MG for 26.1, 26.2, 15.1, 15.2, 28.1, 51.1 | | | | | | | | | | | | | | | |
| 7 | WEWS | 10/09/12-10/15/12 | | Wednesday Prime A | | 8-9p | --W----- | :30 | | \$5,000.00 | | 0.00 | NM | | |
| Ⓜ MG for 26.1, 26.2, 15.1, 15.2, 28.1, 51.1 | | | | | | | | | | | | | | | |
| E 16 | WEWS | 10/09/12 | 10/15/12 | M-F 4-5p Dr. OZ | CM | 4-5p | -TWTF-- | :30 | 3 | \$300.00 | P-3 | 0.00 | NM | 3 | \$900.00 |
| M-F 4-5p Dr. Oz | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -TWTF-- | | 3 | | | | \$300.00 | | 0.00 | | | |
| E 17 | WEWS | 10/09/12 | 10/15/12 | M-F 3-4P Katie | CM | 3-4p | 11111-- | :30 | 5 | \$225.00 | P-3 | 0.00 | NM | 5 | \$1,125.00 |
| M-F 3-4p Katie | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | 11111-- | | 5 | | | | \$225.00 | | 0.00 | | | |
| E 18 | WEWS | 10/09/12 | 10/15/12 | M-F 5-6p News | CM | 5-6p | -1111-- | :30 | 4 | \$325.00 | P-3 | 0.00 | NM | 4 | \$1,300.00 |
| M-F 5-6p News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -1111-- | | 4 | | | | \$325.00 | | 0.00 | | | |
| E 19 | WEWS | 10/09/12 | 10/15/12 | M-F 6-630p News | CM | 6-630p | MTWTF-- | :30 | 3 | \$1,300.00 | P-2 | 0.00 | NM | 3 | \$4,400.00 |
| M-F 6-630p News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | 2 | | | | \$1,300.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | 1 | | | | \$1,800.00 | | 0.00 | | | |
| E 20 | WEWS | 10/14/12 | 10/14/12 | SU 6-630p News | CM | 6-630p | -----S | :30 | 2 | \$1,300.00 | P-2 | 0.00 | NM | 2 | \$2,600.00 |
| SU 6-630p News | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | | 2 | | | | \$1,300.00 | | 0.00 | | | |
| E 21 | WEWS | 10/09/12 | 10/15/12 | M-F 7-730p | CM | 7-730p | 11111-- | :30 | 5 | \$1,000.00 | P-2 | 0.00 | NM | 5 | \$5,200.00 |
| 7-730p The List | | | | | | | | | | | | | | | |



WEWS

Print Date: 10/15/12

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Contract / Revision **312270** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked A 10.** Estimate # **1537**

| | | | | | | | | | | | | | | Totals | |
|-------------|-----------|-------------------|-----------------|--|-----------------------|----------------|-----------------|---------------|-------------------------|-------------|------------|-------------|------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 29 | WEWS | 10/12/12 | 10/12/12 | Friday Prime B Friday Prime B | CM | 9-10p | ----F-- | :30 | 1 | \$4,500.00 | P-2 | 0.00 | NM | 1 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | ----F-- | 1 | | \$4,500.00 | | 0.00 | | | | | | |
| E 30 | WEWS | 10/12/12 | 10/12/12 | Friday Prime C Friday Prime C | CM | 10-11p | ----F-- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | ----F-- | 1 | | \$1,400.00 | | 0.00 | | | | | | |
| E 31 | WEWS | 10/14/12 | 10/14/12 | Sunday Prime B Sunday Prime B | CM | 8-9p | -----S | :30 | 1 | \$14,000.00 | P-2 | 0.00 | NM | 1 | \$14,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | 1 | | \$14,000.00 | | 0.00 | | | | | | |
| E 32 | WEWS | 10/15/12 | 10/15/12 | M-F 12-1230pm News 12-1230p News | CM | 12-12:30p | M----- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | M----- | 1 | | \$200.00 | | 0.00 | | | | | | |
| E 33 | WEWS | 10/09/12 | 10/15/12 | M-SU 11-1135P Late New M-SU 11-1135P Late New | CM | 11-1135p | 1111--1 | :30 | 5 | \$700.00 | P-3 | 0.00 | NM | 5 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | 1111--1 | 5 | | \$700.00 | | 0.00 | | | | | | |
| E 34 | WEWS | 10/09/12 | 10/15/12 | M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir | CM | 1135p-1207x | MTWTF-- | :30 | 3 | \$900.00 | P-2 | 0.00 | NM | 3 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | 2 | | \$900.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| E 35 | WEWS | 10/14/12 | 10/14/12 | SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext | CM | 1135p-12x | -----S | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 36 | WEWS | 10/11/12 | 10/11/12 | M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K | CM | 1202-107x | ---T--- | :30 | 1 | \$100.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | ---T--- | 1 | | \$100.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | | |
| 1 | WEWS | 10/09/12-10/15/12 | | M-F 1202a-107a Jimmy Kiml | 1202-107x | | ---Th---- | :30 | (\$100.00) | | 0.00 | NM | | | |
| Credited | | | | | | | | | | | | | | | |
| E 37 | WEWS | 10/10/12 | 10/15/12 | M-F Right This Minute M-F 106a-206a | CM | 106a-206a | 1-1---- | :30 | 2 | \$75.00 | P-3 | 0.00 | NM | 2 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | 1-1---- | 2 | | \$75.00 | | 0.00 | | | | | | |
| E 38 | WEWS | 10/13/12 | 10/13/12 | SA 12a-1a CSI Miami Late SA CSI Miami Late | CM | 12a-1a | -----S- | :30 | 1 | \$55.00 | P-3 | 0.00 | NM | 1 | \$55.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S- | 1 | | \$55.00 | | 0.00 | | | | | | |
| E 39 | WEWS | 10/14/12 | 10/14/12 | SU 12a-1a CSI Miami SU CSI Miami Late | CM | 12a-1a | -----S | :30 | 1 | \$55.00 | P-3 | 0.00 | NM | 1 | \$55.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | 1 | | \$55.00 | | 0.00 | | | | | | |
| E 40 | WEWS | 10/13/12 | 10/14/12 | SA Criminal Minds S/S Criminal Minds Late | CM | 1235a-2a | -----11 | :30 | 2 | \$75.00 | P-3 | 0.00 | NM | 2 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |



WEWS

Print Date: 10/15/12

Page 6 of 7

Contract / Revision **312270** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked A 10.** Estimate # **1537**

| | | | | | | | | | | | | | Totals | |
|--|-----------|-------------------|-----------------|--|-------------------|-----------------------|-----------------|---------------|---------------|----------------------|-----|-----------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 40 | WEWS | 10/13/12 | 10/14/12 | SA Criminal Minds S/S Criminal Minds Late | CM | 1235a-2a | -----11 | :30 | 2 | \$75.00 | P-3 | 0.00 NM | 2 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----11 | 2 | | \$75.00 | | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg Type</u> | | |
| 2 | WEWS | 10/09/12-10/15/12 | | SA Criminal Minds | | 1235a-2a | -----SaSu | :30 | | (\$75.00) | | 0.00 NM | | |
| See MG 40.3 | | | | | | | | | | | | | | |
| [N/A PGM CHG TO PLACE - SU 12a-1a CSI MIAMI - OR - SU BURN NOTICE] | | | | | | | | | | | | | | |
| 3 | WEWS | 10/09/12-10/15/12 | | SU Burn Notice | | 1-2am | -----Su | :30 | | \$75.00 | | 0.00 NM | | |
| Ⓜ MG for 40.2 10/14 | | | | | | | | | | | | | | |
| E 41 | WEWS | 10/13/12 | 10/13/12 | Nascar Series Nascar Series | CM | 12p-12x | -----S- | :30 | 1 | \$700.00 | P-3 | 0.00 NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S- | 1 | | \$700.00 | | 0.00 | | | | | |
| E 42 | WEWS | 10/10/12 | 10/10/12 | Wednesday Prime C Wednesday Prime C | CM | 10-11p | --W---- | :30 | 1 | \$5,000.00 | P-2 | 0.00 NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | --W---- | 1 | | \$5,000.00 | | 0.00 | | | | | |
| E 43 | WEWS | 10/10/12 | 10/10/12 | Wednesday Prime B Wednesday Prime B | CM | 9-10p | --W---- | :30 | 1 | \$12,000.00 | P-2 | 0.00 NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | --W---- | 1 | | \$12,000.00 | | 0.00 | | | | | |
| E 44 | WEWS | 10/13/12 | 10/13/12 | LN after Sports LN after Sports | CM | 11p-130x | -----S- | :30 | 1 | \$500.00 | P-3 | 0.00 NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S- | 1 | | \$500.00 | | 0.00 | | | | | |
| E 45 | WEWS | 10/13/12 | 10/13/12 | NCAA 330p-7pm NCAA 330p-7pm | CM | 330-7p | -----S- | :30 | 2 | \$2,800.00 | P-2 | 0.00 NM | 2 | \$5,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S- | 2 | | \$2,800.00 | | 0.00 | | | | | |
| E 46 | WEWS | 10/13/12 | 10/13/12 | SA GMA 8-9a SA GMA 8-9a | CM | 8-9a | -----S- | :30 | 2 | \$775.00 | P-1 | 0.00 NM | 2 | \$1,550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S- | 2 | | \$775.00 | | 0.00 | | | | | |
| E 47 | WEWS | 10/14/12 | 10/14/12 | SU GMA 8-9A SU GMA 8-9A | CM | 8-9a | -----S | :30 | 2 | \$775.00 | P-1 | 0.00 NM | 2 | \$1,550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | 2 | | \$775.00 | | 0.00 | | | | | |
| N 48 | WEWS | 10/09/12 | 10/12/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | -TWTF-- | :30 | 1 | \$1,400.00 | P-1 | 0.00 NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -TWTF-- | 1 | | \$1,400.00 | | 0.00 | | | | | |
| N 49 | WEWS | 10/15/12 | 10/15/12 | M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz | CM | 4-5p | M----- | :30 | 1 | \$300.00 | P-3 | 0.00 NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | M----- | 1 | | \$300.00 | | 0.00 | | | | | |
| N 50 | WEWS | 10/15/12 | 10/15/12 | M-F 5-6p News M-F 5-6p News | CM | 5-6p | M----- | :30 | 1 | \$325.00 | P-3 | 0.00 NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/09/12 | 10/15/12 | M----- | 1 | | \$325.00 | | 0.00 | | | | | |
| N 51 | WEWS | 10/11/12 | 10/11/12 | | CM | 10-11p | ---T--- | :30 | 1 | \$2,800.00 | P-3 | 0.00 NM | 0 | \$0.00 |

Contract / Revision **312270** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked A 10.** Estimate # **1537**

| | | | | | | | | | | | | | | Totals | | |
|---|-----------|-------------------|-----------------|--------------------------|-----------------------|----------------|-----------------|---------------|-------------------------|------------|-------------|------|------|--------|--------------|--|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | |
| | | | | Thursday Prime C | | | | | | | | | | | | |
| | | | | Thursday Prime C | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | ---T--- | 1 | | \$2,800.00 | 0.00 | | | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | | |
| 1 | WEWS | 10/09/12-10/15/12 | | Thursday Prime C | 10-11p | | ---Th---- | :30 | (\$2,800.00) | 0.00 | NM | | | | | |
| See MG 15.3,15.4,15.5,15.6,15.7 | | | | | | | | | | | | | | | | |
| [N/A PGM CHG 9-11P TO PLACE - ELECTION PRIME DEBATES] | | | | | | | | | | | | | | | | |
| N52 | WEWS | 10/11/12 | 10/12/12 | M-F 4-5p Dr. OZ | CM | 4-5p | ---TF-- | :30 | 1 | \$900.00 | P-2 | 0.00 | NM | 1 | \$900.00 | |
| | | | | M-F 4-5p Dr. Oz | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | ---TF-- | 1 | | \$900.00 | 0.00 | | | | | | | | |
| N53 | WEWS | 10/11/12 | 10/12/12 | M-F 11-12p | CM | 11a-12p | ---TF-- | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 | |
| | | | | M-F 11-12p | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | ---TF-- | 1 | | \$1,300.00 | 0.00 | | | | | | | | |
| N54 | WEWS | 10/09/12 | 10/15/12 | M-F 430-5am News | CM | 430-5a | ---TF-- | :30 | 1 | \$200.00 | P-2 | 0.00 | NM | 1 | \$200.00 | |
| | | | | M-F 430-5am News | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | ---TF-- | 1 | | \$200.00 | 0.00 | | | | | | | | |
| N55 | WEWS | 10/09/12 | 10/15/12 | SU 5-530a Wall Street Re | CM | 5-530a | -----S | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 | |
| | | | | SU 5-530a Wall Street Re | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| Week: | | 10/09/12 | 10/15/12 | -----S | 1 | | \$150.00 | 0.00 | | | | | | | | |
| Totals | | | | | | | | | | | | | | 126 | \$140,820.00 | |